

**INTERNATIONAL BUYER PROGRAM**  
**International Franchise Expo 2014**  
**Javits Center, New York, NY**  
**June 19-21, 2014**  
[www.ifeinfo.com](http://www.ifeinfo.com)

*For more information about the Jamaica Trade Mission organized by the U.S. Embassy, please contact **Elvis James at 876-702-6034.***

**General Description:** Sponsored by the International Franchise Association and organized by MFV Expositions, the International Franchise Expo (IFE) 2014 will be held June 19-21, 2014, at the Javits Convention Center, in New York, NY. The International Franchise Expo is an annual trade show representing virtually every industry and investment level. Attendees have the opportunity to meet face-to-face with executives of the exhibiting franchisors and to attend free seminars as well as other symposia sessions from the world's leading franchise experts.

The franchise industry is a major contributor to the U.S. economy, employing more than 18 million people and contributing more than \$2 trillion in economic activity, according to the International Franchise Association, the show's sponsor. Franchise business jobs are projected to grow 1.9 percent in 2013, an increase of 184,000 jobs, according to a recent IFA report. The franchise sector is projected to grow faster than the broader economy. Economy-wide business formation and job growth is expected to be 0.7% and 1.6% respectively, compared to 1.4% and 1.9% in the franchise sector show how important a role franchising plays in the U.S. economy. Franchising accounts for 50% of all U.S. retail sales (just over \$1 trillion annually). More than 8 million people are employed by franchises in the U.S. in more than 75 different industries, with an average 8 to 14 employees per establishment.

**Benefits to International Visitors:** IFE will be offering a variety of benefits to International Buyer Program (IBP) recruited delegations and delegation leaders.

**Benefits to Joining an IBP Delegation:**

- Free Registration
- Free show admission to exhibits
- Discounted admission to symposia (50% discount)
- Free Matchmaking
- Free assistance arranging and scheduling appointments with U.S. exhibitors and companies before and during the show
- Free access to Global Business Center including meeting rooms to meet with exhibitors
- Free assistance with travel and hotel bookings
- Free assistance with logistics at the show

**Product Categories:** Products categories at IFE 2014 include the following: Accounting/Tax Services, Advertising/Marketing, Automotive Products and Services, Beauty Products & Skin Care, Beverages, Business Products and Services, Children's Products and Services, Coffee, Computer/Electronics Products and Services, Cosmetics, Construction: Materials and Services,

Educational Products and Services, Employment Services, Entertainment Services, Fast Food, Financial Services, Fitness, Food: Baked Goods, Food: Ice Cream/Fruit Smoothies/Yogurt, Food: Pizza, Hair Salons and Services, Health Care Services, Hotels and Motels, Janitorial Services, Laundry and Dry Cleaning, Lawn, Garden and Agricultural Supplies/Services, Maid and Personal Services, Maintenance, Cleaning and Sanitation, Package Preparation/Mail Services, Pet Supplies & Services, Printing/Photocopying Services, Real Estate Services, Recreation Services, Retail Stores, Restaurants/Catering, Senior Care/Assisted Living, Sign Products and Services, Travel and Leisure Services.

**Target Audience:** IFE 2014 attracts a target audience of individual entrepreneurs and small to medium-sized enterprises interested in acquiring a franchise business as a master licensee, area developer, or sub-franchisee. At IFE 2014, international investors will have the opportunity to meet with the decision makers from hundreds of franchising companies from the U.S. and other countries.

**Website:** IFE has an extensive website containing detailed information about the show, list of exhibitors, conference sessions, registration, and more. This website can be found at [www.ifeinfo.com](http://www.ifeinfo.com).

**Registration is free to delegates recruited through the U.S. Embassy.** Delegates must be registered through the U.S. Embassy in order to receive complimentary show admission. Please contact Elvis James at 876-702-6034 if you need additional information.

All delegates must provide the following information:

- Title
- Delegation member name (First, Last)
- Job Title
- Company Name
- Company Product
- Personal Address
- City
- Country
- Postal Code
- Phone Number
- Cell Phone Number while at show (if available)
- Fax Number
- Email Address
- Buying Interest (Business objectives)
- Channel of Distribution (e.g. Agent, Distributor)
- Specific Products looking for at show
- Hotel where delegation member is staying

**International Business Center (IBC):** Access to the IBC where international visitors and exhibitors can lounge and meet, reserve and use private meeting rooms, enjoy refreshments or just relax. The IBC will also feature computerized product locators and badge printing and

registration services. Onsite Interpreters will be provided based on delegations' sizes and needs. Department of Commerce Trade Specialists will be onsite to provide matchmaking assistance and export trade counseling to international attendees and exhibitors.

**Export Interest Directory**

The show organizer will distribute to all international attendees an export interest directory of exhibiting companies that are interested in exporting to specific geographical regions. The information will include booth number, point of contact, geographic area of interest and products offered.

**Conference Sessions:** IFE 2014 will offer numerous educational programs, workshops and seminars focusing on the franchising business. Many of these sessions will focus directly on international franchising opportunities. Arrangements will be made for corporate and site visits to local franchisors and franchisees for interested delegations. If interested, please convey interest through the US Embassy.

**International Reception:** IFE will be hosting an International Reception which will be free for all international delegates, IBP delegation leaders, and USDOC members. The reception provides an excellent opportunity to network with franchising executives from overseas countries, meet new business partners, and renew old acquaintances. More details about the location and times of the reception will be made available in the 30-day delegation registration cable/e-mail to all posts.

**Matchmaking**

The U.S. Department of Commerce's Franchising Team will be coordinating business-to-business matchmaking between foreign delegations and U.S. exhibitors.

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Please contact **Elvis James at 876-702-6034** to confirm participation at the International Franchise Expo.